

Broadcast I - Introduction to Broadcast Journalism and Film Production Course Syllabus

INSTRUCTOR: Ben Barnholdt
ROOM NUMBER: Broadcast Studio
OFFICE HOURS: MN/TU/TR/FR 3:00 pm to 4:00 pm; WD 3:00 pm to 5:00 pm
E-MAIL:: bbarnholdt@rocklinusd.org
COURSE PAGE:
<http://whs.rocklinusd.org/CTE/Broadcast-Journalism--Film-Production--Live-Sports-TV/index.html>
ACADEMIC UNITS: 5 units per semester
ACADEMIC CREDIT: Technology Credit

DESCRIPTION - This one-year course is designed for the study and practice of the basic elements of broadcast journalism and video production. The course will emphasize news-gathering, writing, video recording, editing, and the study of mass media. Students will learn the basic elements of news value and vocabulary specific to broadcast writing. They will also identify various news sources and use interview skills to create stories using video and editing software. This course also explores the world of digital video and television production. Students learn on professional equipment in a modern digital TV studio. Students work in collaborative teams to produce projects using cameras, while learning the basics of studio and field production, lighting and sound.

PURPOSE - Throughout the year, students will create multiple projects to meet course objectives, including, but not limited to: a silent film, commercial, public service announcement, movie trailer, broadcast feature package, and scripted television show. This entry-level course assumes no previous film or broadcast experience or training. The emphasis is visual storytelling through current technology.

COURSE OBJECTIVES - By the end of this course, students will be able:

- To introduce students to visual storytelling with a video camera.
- To introduce students to persuasive storytelling to a specific audience, to create change.
- To introduce students to Adobe Premiere Pro and Adobe After Effects.
- To introduce students to non-fiction storytelling that parallels news packages seen in the television news industry.
- To introduce students to rundown and script programs so students can create a television show.

COURSE TOPICS - The course will cover the following topics: Basic camera shot types, Basic Adobe Premiere Pro skills to edit footage., Advanced editing skills - key framing, visual effects, and color correction, Persuasive storytelling to promote a topic or to create change, Long-form fiction storytelling in a short film, Non-fiction storytelling through the lens of a reporter, and Writing and producing a scripted television show..

CAREER AND TECHNICAL EDUCATION (CTE) ELEMENTS - The following information is directly related to this course and its designation as a CTE course on campus:

- INDUSTRY SECTOR: Media and Design Arts
- COURSE LEVEL: Introductory

- ADVISORY COMMITTEE: The advisory committee for this course meets annually. Additional meetings are held at the discretion of the instructor and/or district office.
- ARTICULATION INFORMATION: Dual Enrollment - Sierra College - AAD 79/COMM31
- OCCUPATIONS FOR IDENTIFIED PATHWAY: Pathway occupations organized by level of education and training required for workplace entry.
 - High School - Freelance Video Editor / Commercial Videographer
 - Post-secondary Training - Visual Effects and Graphics Artist / News Videographer or Editor
 - College/University - Television anchor or reporter / Film director or producer

GENERAL: Recorded grades will be available for review at any time on Schoology. Remember to keep all class items returned so that any discrepancies can be easily and fairly straightened out. Except in cases of actual error, semester grades are permanent.

INSTRUCTIONAL SUPPLIES - Students may be required to purchase specific projects if they want to keep them and take them home. The list below provides information for the student regarding items they will be using in this course. Students may want to purchase items on this list if they are very interested in this course and/or pathway. Please see the instructor for specific information regarding supplies.

- Text: Not Applicable
- Computer Programs and/or software: Adobe Creative Cloud
- Supplies: Not Applicable

GRADING PLAN - A minimum percentage of 70 percent and no missing essential skills is required in order to achieve a passing grade. Below a 70 percent or any missing essential skill will earn a NM (No Mark) on a progress report and quarter grade; or NC (No Credit) for a semester grade. There are three different types of assignments: In class assignment (30%); Homework (20%); Essential Skill (50%).

CLASSROOM RULES OF CONDUCT

- Be Prompt: Be in your seat when the bell rings.
- Be Polite: Appropriate language will be used at all times in class and in videos.
- Create your own content. Do not use copyright material in projects.
- Critique the idea, not the student when peer evaluating student work.

In general, your ideas, comments, suggestions, questions, grade challenges, and more are welcome. However, your discretion in these matters is expected. Furthermore, no part of your grade will be based on anything other than your coursework and attendance. You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress.